

## LOCALISM INITIATIVES

NewRadio Group Northwoods-WHDG 97.5 FM, WRHN 100.1 FM, WOBT 1240 AM, Rhinelander, WI; WRLO 105.5 FM, WACD 106.1 FM, WATK 900 AM, Antigo, WI; WMQA 95.9 FM and WLKD 1570 AM, Minocqua, WI

NewRadio Group Northwoods delivers local news throughout our communities 160 times a week. Local news averages approximately 15% and ABC regional and national news 20% per week. Local newscasts are aired morning and afternoon, with regional and national at the top of the hour.

NRG Northwoods News Director John Burton's presence for broadcast at meetings for Wisconsin Tourism, Cranberry Growers Association, County Highway, Economic Development, School Districts, Political, etc. is valued throughout the community. John has won several awards for the terrific reporting that he does.

Station websites have local headlines and links to local and area news, along with local sports events, community events and happenings, throughout the area.

WHDG 97.5 FM is the designated LP1 Radio Station for this area and regularly broken programming to broadcast alerts (i.e. thunderstorm, tornado, as well as Amber alerts). Communities can also find information on stations websites.

Program Directors, General Manager, and staff received first hand knowledge of flooding in the area by broadcasting live and delivered lunch to area businesses to raising money for victims when the city of Antigo, Wisconsin was under water.

Listeners fax, send, call, and email public service announcements for local meetings, events, and other happenings that our program directors record, along with recorded copy we received such as: drunk driving campaigns, blood donation drives, National Education Council, National Cancer Research, The American Lung Association, Christopher Reeve Paralysis Foundation, National March of Dimes, and many others, which account for approximately 15% of daily programming. Program Directors will invite people from the community to do interviews during live times for arts and craft shows, annual fireman's picnics, youth county rodeos, high school dedications, little league tryouts, parades, benefits for the YMCA, MHTL bike path, and more to numerous to mention.

Program Directors and staff also welcome the opportunity for suggestions emailed or called, even in person regarding promotions, programming, and area events.

Bill Mitchell, Program Director for WHDG 97.5 FM is on the Board of Directors for Headwaters Inc. an organization providing training, schooling, and employment for children and adults who are mentally and physically disabled. Mike Wolf, Program Director for WMQA 95.9 FM is on the Board of Directors for Critter Rescue, a non-profit organization to find stray animals a home.

Local high school sporting events are live on WMQA 95.9 FM, WOBT 1240 AM, WLKD 1570 AM, WATK 900 AM, and WACD 106.1 FM with Sports Director, Chris Wooldridge at the location.

Throughout the year NewRadio Group Northwoods Staff are involved in many area fundraisers, events, and community promotions with donated time. Some are as follows:

MC for Northwoods Antique Snowmobile Club Races Fundraiser; proceeds to area fire departments in Oneida and Vilas Counties—January and February

Studio interviews with area and state of Wisconsin FFA members for FFA week including Nicole Schmidt, WI FFA Vice President—February

MC and live broadcast, Rhinelander Youth Hockey Benefit, proceeds to by uniforms, Rhinelander—January

Live broadcast, Lions Club Ice Fishing Jamboree, Rhinelander, raised \$3000 for area Lions Club—February.

MC Stump Dump Contest, area men dress in drag and perform Karaoke, proceeds to benefit St. Germain Lions Club—February

Live broadcast, arch of Dimes Walk America, Antigo and Rhinelander—March

Co-sponsor and broadcast live from Northern Advantage Job Fair, interviews will local employers and potential employees, Rhinelander—April

Live broadcast and MC arrival of Company C 724<sup>th</sup> ENG BAT parade on WHDG in official parade route that reunited soldiers with their families, Rhinelander--April

Live broadcast and judge Maple Syrup Festival, people from the community sample maple syrup products with 2 of our program directors judging, Crandon—April

Sponsor Smokin Mountain Bike Race, area students compete in bicycle races with proceeds going to area fire departments—May

Live broadcast, YMCA grand opening, Rhinelander—May

Co-sponsor and live broadcast Lincoln County Rodeo Days, Merrill—June

June Dairy Month Promotion, interviews with Alice in Dairyland, month long dairy trivia programming on WHDG 97.5 FM--June

Live broadcast, Ron Suess Jr. Spring Softball Tournament Benefit, Rhinelander—June

Live broadcast and participated in Nicolet Scholars for Dollars Golf Outing, proceeds to college student's tuition, books, grants, etc. Rhinelander—June

MC and sponsor Oneida Country 4-H Fair Talent Show, Rhinelander—July

Live broadcast, Laona Lions Club Soup Centennial Celebration, Laona--August

Live broadcast, and participated in Beef Eating Contest, 10% of Culvers sales from the day's sales went to Lakeland Food Pantry, Minocqua—September

Live broadcast to kick off United Way fundraiser drive, all communities—October

Live in studio interview spokesperson for Breast Cancer Awareness month—October

WHDG 97.5 FM In Studio Halloween Party, area children register and pledge to a safe Halloween, drawing of children's names to win prizes—October

Live broadcast, Minocqua Health Fair, information for flu immunizations, programs for healthy lifestyle, blood pressure check, etc. Minocqua—October

Live broadcast, interviews, public service announcements and drop off point for National Guard Kindness for Kids Toy drive, Rhinelander—November and December

Live broadcast, MC, and sponsored Hodag Holiday Hoot-A-Nany, attendees bring non perishable food items to enter, along with RIPCO Adopt-A-Child Program (a program to benefit needy children with Christmas presents), Rhinelander--December

many, many more....